## What is claimed is:

1 1.	A method of using a	computer system, said	d computer system ha	aving memory and
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- 2 a communication device, said computer system being capable of being communicatively
- 3 coupled to other computer systems through said communication device, said method
- 4 comprising the steps of:
- 5 storing a plurality of respondents in said memory;
- 6 retrieving a plurality of electronic transmissions;
- 7 identifying a transmitter for each of said electronic transmissions;
- 8 identifying corresponding recipients for each said identified transmitter;
- 9 storing each of said identified transmitters in said memory;
- storing said identified corresponding recipients in said memory;
- identifying a first recipient from said corresponding recipients as one of said
- 12 stored respondents; and
- identifying a first transmitter from said identified transmitters as a corresponding
- 14 transmitter of said first recipient.
- 1 2. The method of claim 1, further comprising the step of identifying a second
- 2 transmitter from said identified transmitters as a transmitter having transmitted one of
- 3 said electronic transmissions to said first transmitter.
- 1 3. A method of using a computer to modify a broadcast transmission that is
- 2 transmitted from a broadcast station for presentation to a viewer, said broadcast
- 3 transmission having an audio portion, said method comprising the steps of:

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4	converting at least portions of said audio portion of said broadcast transmission to
5	text;
6	identifying a selected phrase in said converted text;
7	identifying a portion of said audio portion of said broadcast transmission that
8	corresponds to said identified phrase in said converted text; and
9	modifying said identified portion of said audio portion of said broadcast
10	transmission.
1	4. The method of claim 3, wherein the step of modifying includes replacing said
2	identified portion of said audio portion of said broadcast transmission.
1	5. The method of claim 4, wherein the step of replacing includes replacing said
2	identified portion of said audio portion of said broadcast transmission with audio
3	generated by said computer.
1	6. The method of claim 4, wherein the step of replacing includes replacing said
2	identified portion of said audio portion of said broadcast transmission with audio

- 1 7. The method of claim 3, wherein said broadcast transmission includes a video
- 2 portion, and wherein the step of modifying includes deleting said identified portion of
- 3 said audio portion of said broadcast transmission; and

transmitted by said broadcast station.

4 wherein the method of claim 3 further comprises the steps of:

5	identifying a portion of said video portion of said broadcast transmission that
6	corresponds to said identified phrase in said converted text; and
7	deleting said identified portion of said video portion of said broadcast
8	transmission.
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1	8. A method of using a computer system to present audio, video, and informational
2	transmissions relating to an event transmitted by a broadcast station to a viewer, said
3	computer system having memory and a communication device, said computer system
4	being capable of being coupled to other computer systems through said communication
5	device, said method comprising the steps of:
6	receiving a selection of boadcast transmissions relating to said event;
7	presenting said received selection of broadcast transmissions to said viewer;
8	receiving input from said viewer representing a viewer's selection of broadcast
9	transmissions;
10	storing information relating to said viewer's selection of said broadcast
11	transmissions in memory as a broadcast profile;
12	retrieving said broadcast profile from memory;
13	transmitting said broadcast profile to said broadcast station;
14	receiving transmissions representing said viewer's selection of broadcast
15	transmissions; and
16	presenting said received transmissions representing said viewer's selection of
17	broadcast transmissions to said viewer.

- 1 9. The method of claim 8, wherein said received selection of broadcast transmissions
- 2 relating to said event includes a plurality of different transmissions from cameras
- 3 videoing said event.
- 1 10. The method of claim 8, wherein at least one of said received inputs from said
- 2 viewer represents said viewer's selection of a broadcast transmission including a video
- 3 transmission of said event; and
- 4 wherein at least one of said received inputs from said viewer represents said
- 5 viewer's selection of a broadcast transmission including an informational transmission
- 6 relating to said event.
- 1 11. The method of claim 10, wherein said informational transmission includes
- 2 information relating to wagering on said event and further comprising the steps of:
- 3 receiving an input from said viewer representing said viewer's wager on said
- 4 event;
- 5 transmitting said received input from said viewer representing said viewer's wager
- 6 to said broadcast station; and
- 7 receiving a transmission from said broadcast station relating to the outcome of
- 8 said viewer's wager.
- 1 12. A method of using a computer system, said computer system having memory and
- 2 a communication device, said computer system being capable of being communicatively
- 3 coupled to other computer systems through said communication device, said method
- 4 comprising the steps of:

5	storing information relating to a first command in memory;
6	receiving speech representing a command;
7	converting said speech representing a command to text;
8	receiving speech representing an address of a broadcast station;
9	converting said speech representing an address of a broadcast station to text;
10	identifying an address of a broadcast station in said text converted from said
11	speech representing an address of a broadcast station;
12	identifying said first command in said text converted from said speech
13	representing a command;
14	retrieving said information related to said first command from memory; and
15	transmitting said retrieved information to said identified address of a broadcast
16	station.
1	13. The method of claim 12, further comprising the steps of:
2	storing information relating to a first address of a broadcast station in memory;
3	identifying said first address of a broadcast station in said text converted from
4	said speech representing an address of a broadcast station;
5	retrieving said information relating to said first address of a broadcast station from
6	memory; and
7	transmitting said retrieved information relating to said first address of a broadcast
8	to said identified address of a broadcast station.
1	14. The method of claim 12, wherein said stored information relating to said first
2	command includes a credit card number.

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transmissions;

1 15. The method of claim 13, wherein said stored information relating to said first 2 address of a broaddast station includes a credit card number. 1 16. A method of using a computer to broadcast transmissions having video, audio, and informational transmissions to a plurality of viewing stations, said viewing stations 2 3 being operated by viewers, said method comprising the steps of: 4 storing a customer profile including information relating to a viewer; 5 storing a plurality of video transmissions, at least some of said video 6 transmissions including video images of products that are available for purchase; selecting one of said stored video transmissions for transmission to said viewer 7 8 based on information in said customer profile; 9 transmitting said selected video transmission to said viewer; transmitting to said viewer an informational transmission including information 10 11 relating to a product in said transmitted video transmission; 12 receiving a transmission from said viewer representing said viewer's request to 13 purchase said product; and 14 modifying said customer profile. 1 17. The method of claim 16, further comprising the steps of: 2 receiving a viewer broadcast request associated with said viewer; 3 selecting a viewer transmission list according to said viewer broadcast request, 4 said viewer transmission list including the identities of a plurality of said video

6	transmitting said viewer transmission list to said viewer's viewing station; and
7	receiving a transmission from said viewer's viewing station representing said
8	viewer's request to receive one of said video transmissions identified in said viewer
9	transmission list.
1	18. A method of using a computer to provide a virtual space, said computer being
2	communicatively coupled to a plurality of viewing stations operated by viewers,
3	comprising the steps of:
4	receiving data relating to a location of a first viewer within said virtual space from
5	said first viewer's viewing station;
6	transmitting data relating to said location of said first viewer within said virtual
7	space to a plurality of viewing stations;
8	transmitting information sufficient to permit said plurality of viewing stations to
9	display a representation of said first viewer in said virtual space;
10	receiving a request for information relating to said first viewer from a viewing
11	station operated by a second viewer; and
12	transmitting data related to said request for information to said viewing station
13	operated by said second viewer.
1	The method of claim 17, wherein said transmitted information sufficient to normit

- 1 19. The method of claim 17, wherein said transmitted information sufficient to permit
  2 said plurality of viewing stations to display a representation of said first viewer in said
- 3 virtual space includes a data representing a photograph of said viewer

- 1 20. The method of claim 17, further comprising the step of receiving a video
- 2 transmission of said first viewer and wherein said transmitted information sufficient to
- 3 permit said plurality of viewing stations of display a representation of said first viewer in
- 4 said virtual space includes said received video transmission of said first viewer.

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